



February 1, 2008

To: Dr. Dan Julius, Vice President Academic Affairs and Research
UA Systemwide Academic Council

From: Robbie Stell, UAS Provost

Subject: New UAS Programs

The UAS School of Management has developed a new program provided for your review.

The Associate of Business ensures that a student who completes the degree will have satisfied the core and lower division business requirements at UAS, permitting transfer to the UAS BBA with a junior standing. This program was designed with transferability in mind and has broad applicability allowing for "direct transfer agreements" with other baccalaureate institutions.

This program has been approved through the normal UAS governance process. We are now asking for SAC review. UAS proposes that this proposal be submitted to the Board of Regents for consideration at the April 2008 meeting.



Program or certificate title: **Associate of Business**

New degree certificate *OR*

Program deletion *OR* Major revision *OR* To offer existing program outside the state of Alaska

Approval Signatures:


Initiating Faculty Member, Mark Speece

Date

N/A
Chair of Faculty Group,

Date


Dean, Karen Schmitt

1/25/08

Date


Faculty Senate President, Cathy Connor

1/29/08

Date


Curriculum or Graduate Committee Chair, Michael Boyer

1/29/08

Date


Registrar, Barbara Hegel

1/25/2008

Date


Provost, Robbie Stell

1-31-08

Date

University of Alaska Board of Regents
Program Approval Summary Form

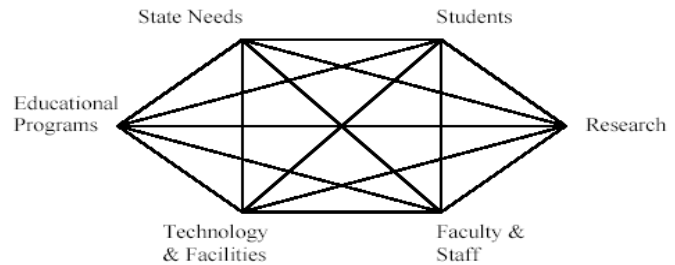
Requirements:

1. 2 pages or less
2. Must be a stand-alone document

MAU: UAS

Title: Associate of Business Degree

Target admission date: Fall 2008



How does the program relate to the **Education** mission of the University of Alaska and the MAU?

This degree program supports the UA and UAS missions to inspire learning and student achievement through teaching and access to high-quality academic programs. The Associate of Business (AB) supports the UA and UAS strategic plan goals for student success, educational quality and responsiveness to state needs. The Associate of Business (AB) supports the UA and UAS goal of preparing people for high demand jobs in Alaska business management and leadership positions.

The Associate of Business (AB) is a residential two-year transfer degree for students intending to complete a bachelor's degree in a business-related field. The degree prepares students academically for admission to the UAS BBA degree. The Associate of Business (AB) prepares students for transfer to a four-year university and major in Business.

What **State Needs** met by this program.

The National Center for Educational Statistics (2005) forecast indicate that 26.0 percent of associate degrees were in business; and demand for the business major remains fairly consistent.

According to the Alaska Department of Labor and Workforce Development, the new job growth for Alaska over the decade 2004-2014 is:

management:

17.2 % growth; 4752 new jobs = 475 new jobs / year

business & financial operations:

16.4 % growth; 1489 new jobs= 149 new jobs/year (ADLWD 2004)

An estimated 374 of these jobs annually are likely to need new degrees. Of these an estimated 18 to 20 degree seekers are likely to want a residential Associate of Business (AB) program.

What are the **Student** opportunities and outcomes? Enrollment projections?

Student Opportunities and Outcomes

The Associate of Business (AB) prepares UAS students academically for transfer to the UAS BBA degree with no loss of time and with junior standing. As a transfer degree, the Associate of Business (AB) has broad applicability and provides opportunities for UAS students to prepare academically for successful transfer to a four-year college as a business administration major.

Enrollment Projections

Enrollment projections for the Associate of Business (AB) degree are anticipated to be modest in the initial years with steady growth as the program becomes established in the region. Projected enrollments beyond academic year 2012-13 are anticipated to remain relatively steady as students complete the Associate of Business (AB) and transfer to the UAS BBA program.

Academic Year	FTE Enrollment	Headcount	Graduates
2008-09	05-07	10-14	0
2009-10	07-10	14-18	4
2010-11	10-14	16-20	8
2011-12	12-16	18-22	10
2012-13	14-18	20-26	12

Describe **Research** opportunities:

N/A

Describe Fiscal Plan for development and implementation:

Identify any additional **Faculty and Staff** requirements as well as any existing expertise and resources that will be applied.

The equivalent of one (1) full-time faculty is dedicated to the development, maintenance, and delivery of the lower division courses associated with the residential Associate of Business degree. This position is a result of internal School of Management reallocation of a faculty line vacated by resignation and determined through the program review process to have higher value to the institution utilized in an alternative capacity.

There is no indication that additional faculty and/or staff resources are necessary to implement and support the AB degree and no new courses required.

Following Board of Regents policy aiming at “clear and cost-effective mission differentiation” (UABoR 2003), SOM has focused on making upper division and graduate programs available to the 35 percent of Alaska’s population that does not live near UAA or UAF. UAA and UAF both provide strong residential programs at all levels, and the UA system has a network of campuses throughout the state, which cover lower division coursework.

Identify the impacts on existing **Technology & Facilities** as well as projected needs.

Existing UAS infrastructure, including technology, facilities and equipment is sufficient in quantity and quality for the support and delivery of the AB degree program.

New degree or certificate program proposal: Associate of Business (UAS)

1. Degree or certificate title, university or community college unit responsible for program (e.g. Bachelor of Arts in English, UAA);

Associate in Business Degree, UAS (School of Management)

2. Educational objectives and rationale for the new program;

The Associate of Business (AB) is a residential two-year transfer degree for students intending to complete a bachelor's degree in a business-related field. The objective of the Associate of Business (AB) degree is to prepare students academically for a successful transfer to the UAS BBA program with junior standing. As a transfer degree, the Associate of Business (AB) has broad applicability and provides opportunities for UAS students to prepare academically for successful transfer to a four-year college as a business administration major.

3. Relevance to the university or community college mission, goals, and objectives;

The Associate of Business (AB) supports the UA and UAS missions to inspire learning and student achievement through teaching and access to high-quality academic programs. The Associate of Business (AB) supports the UA and UAS strategic plan goals for student success, educational quality and responsiveness to state needs. The Associate of Business (AB) supports the UA and UAS goal of preparing people for high demand jobs in Alaskan business, management and leadership positions.

Following Board of Regents policy aiming at “clear and cost-effective mission differentiation” (UABoR 2003), SOM has focused on making upper division and graduate programs available to the 35 percent of Alaska’s population that does not live near UAA or UAF. UAA and UAF both provide strong residential programs at all levels, and the UA system has a network of campuses throughout the state, which cover lower division coursework.

4. Collaboration with other universities and community colleges within the University of Alaska;

The Associate of Business (AB) is a residential two-year transfer degree program targeted at the Juneau population and UAS residential students. UAS School of Management is coordinating and collaborating with UA community colleges in the development of articulation and transfer agreements to ensure seamless transferability for students without loss of time or credits. In addition, Associate of Business (AB) courses will be offered in a distance format on occasion to allow cooperating branches to fill in gaps in their offerings.

5. If at the graduate level, identification of other universities in the WICHE region which offer similar programs and an explanation why it is necessary to provide a similar offering in Alaska;

N/A

6. Demand for program (citing manpower studies or similar statistics), relation to state of Alaska long-range development, relation to other programs in the University of Alaska that may depend on or interact with the proposed program;

The National Center for Educational Statistics (2005) forecast indicate that 26.0 percent of associate degrees were in business; and demand for the business major remains fairly consistent.

According to the Alaska Department of Labor and Workforce Development, the new job growth for Alaska over the decade 2004-2014 is:

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An estimated 374 of these jobs annually are likely to need new degrees. Of these an estimated 18 to 20 degree seekers are likely to want a residential Associate of Business (AB) program.

7. Outline of schedule for implementation of the program;

Fall 2007

- Approval of the UAS Faculty Senate and Curriculum Committee of the AB degree concept and proposed curriculum. This has been completed.
- Recruit and hire a business faculty charged with responsibility for overseeing development and delivery of the AB degree program. This has been completed.

Spring 2008

- Submit AB degree for Board of Regents (BoR) approval.
- Finalize AB degree catalog copy for inclusion in 2008-09 UAS catalog.
- Commence local and regional outreach and recruitment activities to targeted student populations.

Summer 2008

- Commence local outreach and recruitment activities to targeted local and regional student populations.
- Develop direct transfer agreements (DTA) with UA system institutions.
- Develop direct transfer agreements (DTA) with non-UA institutions (in & out of state).

Fall 2008

- Commence admission to the AB degree program.
- Initiate residential coursework in the AB degree program.
- Continue developing direct transfer agreements (DTA) with UA system institutions.
- Continue developing direct transfer agreements (DTA) with non-UA institutions (in & out of state).
- Continue to develop local and regional outreach and recruitment activities to targeted student populations.

Spring 2009

- Continue and expand on Fall 2008 activities.
- Develop summer 2009 AB/Interdisciplinary offerings (jump-start academy and summer-bridge institute).

Summer 2009

1. Offer AB/Interdisciplinary offerings (jump-start academy and summer-bridge institute)

Fall 2009 and Beyond

1. Associate of Business (AB) program is fully integrated into UAS' recruiting, advising, retention and transfer activities with average annual admission goal of 7 to 10 FTE students per year.
2. The retention goal for students in the program is to meet the UAS PBB targets for retention of first-time, full-time freshmen.

8. Projection of enrollments (FTE (full-time equivalent) and headcount) and graduates over next five years;

<u>Academic Year</u>	<u>Projected FTE Enrollment</u>	<u>Projected Headcount</u>	<u>Graduates</u>
2008-09	05-07	10-14	0
2009-10	07-10	14-18	4
2010-11	10-14	16-20	8
2011-12	12-16	18-22	10
2012-13	14-18	20-26	12

9. Availability and quality and/or requirement for new faculty and/or staff to support the program;

The UAS School of Management hired a 3 year term faculty position in December 2007. The newly hired AB Faculty position will be responsible for the development, maintenance, and coordination of delivery of the lower division courses associated with the residential AB degree.

The Associate of Business (AB) contains transferable coursework for Business and General Education Requirements (GER). UAS' School of Arts and Sciences currently offers all of the necessary GER courses proposed for the Associate of Business (AB). Existing UAS courses have sufficient enrollment capacity to accommodate the anticipated growth in enrollments from the Associate of Business (AB) program.

At present there is no indication that additional faculty and/or staff are necessary to implement the Associate of Business (AB) degree.

10. Library, equipment, and similar resource requirement, availability, appropriateness, and quality;

Existing UAS library, equipment, and similar resources are available, appropriate and of sufficient quality to meet the requirements of the AB degree program.

11. New facility or renovated space requirements;

No new or renovated facilities are required for implementing the Associate of Business (AB)

12. Projected cost of items 9, 10, and 11 and budgetary plan for acquiring resources;

The equivalent of one (1) full-time faculty is dedicated to the development, maintenance, and delivery of the lower division courses associated with the residential Associate of Business degree. This position is a result of internal School of Management reallocation of a faculty line vacated by resignation and determined through the program review process to have higher value to the institution utilized in an alternative capacity.

13. Consultant reviews, reports from visitations to other institutions, or names and opinions of personnel consulted in preparing the proposal;

Chancellor Pugh has expressed the importance of a residential business program at the lower-division level as a fulfillment of both the UAS' local community college role and an important component of rounding out the offerings that makeup the "college experience".

UAS Vice-Chancellor of Student Services and Enrollment Management has stated that in his experience approximately 30% of potential students express a desire to major in business administration; and he is confident that offering a residential program in business, UAS will be able to attract additional residential degree students within the discipline from outside the local market.

14. Concurrence of appropriate advisory councils; and

N/A

15. An executive summary of about one page.

Associate of Business Administration

The Associate of Business (AB) is a residential two-year transfer degree for students intending to complete a bachelor's degree in a business-related field. The degree prepares students academically for admission to the UAS BBA degree. The Associate of Business (AB) prepares students for transfer to a four-year university and major in Business.

The AB degree requires a minimum of 62 credit hours. A minimum of 31 to 33 of these credit hours must be completed in the University of Alaska General Education Requirements. The remaining degree requirements are comprised of 30 credit hours or more in the business program of study. The AB degree includes composition, math, and other general education requirements in addition to specific business prerequisite coursework.

GER Required:

English 111	3
English 212	3
Communications	3
Math 107	4

Econ 201		3	
Econ 202		3	
GER Electives:			
Lab science		4	
Social science		3	
Humanities		3	
Non-lab science		3	
Fine arts		3-4	
Total GER Credits			35
BA 151	Introduction to business	3	
BA 152	Business foundation simulation	3	
CIOS 105	Computer Literacy	3	
CIOS 260	Business Communications	3	
Acct 201	Financial Accounting	3	
Acct 202	Managerial Accounting	3	
BA 201	Introduction to Management	3	
BA 241	Introduction to Business Law	3	
BA 260	Marketing Practices	3	
BA 232	Fundamentals of Organizational Management	3	
Total BA & Accounting Credits			30
Total AB Credits			65